

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

B'way at 6th Av. 34th to 35th St.

Here's the Furniture Sale That You've Waited For

R. H. Macy & Co.'s Attractions Are Their Low Prices.

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B'way at 6th Av. 34th to 35th St.

—\$4.24 Rockers, \$2.97—

Oak or Mahogany-finished Rockers, large size; high back, full arms; saddle wood seat; two patterns to select from.

—\$10.24 Arm Chairs, \$5.94—

Mahogany-finished Parlor Arm Chairs, plain or elaborately carved; spring seats, covered with high grade velours, tapestry and damask.

—\$7.50 Reception Chair, \$4.24—

Mahogany-finished Reception Chair, large size; many in this lot match the above Arm Chairs.

—\$6.74 High Chairs, \$5.67—

Solid Oak Combination High Chairs, in golden weathered and mahogany finish; cane seat and back; may be adjusted to form high chair, carriage or rocker.

—\$10.49 Mission Rockers, \$6.24—

Solid Oak Mission Rockers, weathered finish, extra large size, high back, broad arms, deep roomy seat, upholstered in genuine leather.

—\$12.49 Mission Rockers, \$7.24—

Solid Oak Mission Rockers, extra large size; weathered finish; high back, broad arms, deep and roomy; real leather seat and back.

—\$5.49 Corner Chair, \$2.97—

Mahogany-finished Corner Chair, highly polished; high round back, spring seat, upholstered in velours, damask and tapestry.

—\$7.24 Morris Chairs, \$5.67—

Golden Oak Morris Chair, extra large size; wide arms; massive carved head, spring seat, covered with imitation leather.

—\$8.24 Morris Chairs, \$5.89—

Quartered Oak Morris Chairs, large size, wide arms, spring seat; reversible cushions, covered with velour, in your choice of several colors.

—\$11.24 Morris Chairs, \$8.74—

Quartered Oak Morris Chairs, extra large size, massive claw feet, wide polished arms; seat and back upholstered in imitation Spanish leather.

—\$10.74 Morris Chairs, \$8.89—

Quartered Oak Morris Chairs, extra large size; wide arms; spring seat; reversible cushions; covered with velour.

—\$10.24 Morris Rockers, \$7.89—

Quartered Oak Morris Rockers, extra large size, wide arms; seat and back upholstered in imitation Spanish leather.

Parlor Suits

Many new designs, hand-somely carved solid mahogany-finished frames that will be covered to your order with tapestry, satin damask or silk plush in your choice of several colors.

Three-piece Suits

Regularly \$15.89; sale price \$15.89
Regularly \$25.49; sale price \$19.67
Regularly \$33.24; sale price \$25.24
Regularly \$45.24; sale price \$28.24
Regularly \$48.24; sale price \$33.67
Regularly \$56.24; sale price \$42.24
Regularly \$63.75; sale price \$46.24
Regularly \$71.25; sale price \$56.25
Regularly \$97.50; sale price \$73.50
Regularly \$143.50; sale price \$112.00
Regularly \$151.00; sale price \$106.00

Solid Mahogany Three-Piece

Parlor Suits—Very Special

Here are Solid Mahogany Parlor Suits for less than others ask for the imitation. Tere-a-Tere, Arm and Reception Chairs, covered to order with satin damask tapestry or silk plush in your choice of several colors.

Five-Piece Suits

Regularly \$31.49; sale price \$25.24
Regularly \$42.24; sale price \$32.24
Regularly \$49.49; sale price \$38.24
Regularly \$56.25; sale price \$43.49
Regularly \$67.50; sale price \$52.50
Regularly \$75.25; sale price \$58.25
Regularly \$78.75; sale price \$59.50
Regularly \$97.50; sale price \$70.25
Regularly \$113.00; sale price \$77.25
Regularly \$151.00; sale price \$106.00
Regularly \$166.00; sale price \$128.00
Regularly \$189.00; sale price \$141.00
Regularly \$226.00; sale price \$176.00
Regularly \$263.00; sale price \$196.00

Gold Suits

Three-piece Gold Reception Suits, richly carved frames, upholstered in tapestry, damask or panne in your choice of several colors.

Regularly \$151.00; sale price \$119.00
Regularly \$203.00; sale price \$161.00
Regularly \$301.00; sale price \$211.00
Regularly \$376.00; sale price \$281.00
Regularly \$461.00; sale price \$316.00

Odd Parlor Sofas

Large Parlor Sofas. Some of the frames carved, others plain; highly polished, mahogany finish, covered with velour, tapestry or damask.

Regularly \$12.24; sale price \$8.49
Regularly \$14.24; sale price \$11.24
Regularly \$28.24; sale price \$22.49
Regularly \$40.24; sale price \$32.24

Rocking Chairs

Golden Oak, Weathered Oak, Solid Mahogany and Imitation Mahogany Rockers, designed to harmonize with the ideal ensemble of parlor, bedroom and library.

Regularly \$4.49; sale price \$3.74
Regularly \$5.24; sale price \$4.34
Regularly \$5.87; sale price \$4.67
Regularly \$6.74; sale price \$5.67
Regularly \$7.24; sale price \$5.94
Regularly \$7.89; sale price \$6.67
Regularly \$8.24; sale price \$6.89
Regularly \$10.49; sale price \$8.74
Regularly \$11.24; sale price \$9.34
Regularly \$12.24; sale price \$10.24
Regularly \$15.24; sale price \$12.49
Regularly \$16.24; sale price \$13.49
Regularly \$18.24; sale price \$15.24
Regularly \$21.24; sale price \$17.49

Furniture and related lines monopolize this entire page. The colossal scope of the Annual February Sale has crowded out all rival interests so far as newspaper advertising is concerned. But Spring's brightest fashions are here—fresh, vital, intense.

Merchandise waves, beauty crested, are daily surging through the foreign office—breaking, rolling into all departments only to enrich and strengthen them. February is an incomparable period for you to enjoy the fascinations of the latest styles. They come like a wayfaring cloud of many colors from all the over-sea centres.

Your ANNUAL FEBRUARY FURNITURE SALE.

Three months' preparations. You may SEE the results to-morrow. Meanwhile read some of the details of the movement.

Straightforward, unvarnished statements. **FACTS CRYSTALLIZED IN FEWEST WORDS.**

YOUR representative made journeys to the furniture-producing districts of four States—Michigan, Illinois, Pennsylvania and New York.

His search was for Furniture that would appeal to you.

What success? At Grand Rapids he secured a great quantity of Writing Desks, Bookcases, Music Cabinets and related lines at just one-half the maker's regular prices.

—\$8.00 Box Couches, \$6.49—

Box Couches, full size, all-spring edges, soft tufted top, covered with plain or figured denim, in your choice of several colors.

—\$15.24 Box Couches, \$10.67—

Box Couches, with two sofa pillows; covered with art ticking or cretonne, in your choice of colors.

—\$20.24 Box Couches, \$16.67—

Box Couches, with two pillows; self-opening attachment; upholstered in velour, in your choice of colors.

—\$18.24 All Hair Couches, \$13.89—

All Hair Couches, full size; seven rows deep tufting, spring edges, covered with plain or figured velour; in your choice of colors.

—\$7.24 Couch Beds, \$5.67—

All-iron Frame Couch Beds, National springs; mattress and bolster filled with wool and covered with green denim.

—\$3.89 Brass Costumers, \$2.89—

Brass Costumer of Clothes Tree, new design, large size; best quality construction and lacquer.

From another he bought several carloads of Mission Furniture at prices that you would not have had him resist. The maker wished to retire from business.

You have one special lot—including six carloads of Case Goods—to choose from at enormously reduced prices—Dressers, Chiffoniers, Wardrobes and the like.

From still another source he wrested five hundred exquisite specimens of Vernis Martin, Gold and Rookwood Furniture at one-third less than the lowest prices you've ever before known for such goods.

To continue would be to simply recite a succession of similar incidents—splendid operations that are responsible for the grand economies of your FEBRUARY FURNITURE SALE.

Pianos and "Piano Players"

Fourth Floor.

"Straus" Upright Overstrung Grand Player Piano. Tone, repetition and lasting qualities equal to instruments sold by others at \$1,000. Our regular price \$750; special at \$500.00.

We can install a "Player" in any upright Piano without injury to the case and without affecting its use in the ordinary way. The "Player" is guaranteed to outlast the Piano. 65-note, \$250.00; 88-note, \$275.00.

"Straus" Full Size Upright Overstrung Grand Pianos, guaranteed for six years; with stool; value \$250.00; special at \$135.00.

Perforated Music Rolls for all standard and Angelus 65 and 88 Note Players.

Regular 50c Rolls at 29c Regular 75c Rolls at 44c Regular 1.00 Rolls at 66c Regular 1.25 Rolls at 74c Regular 1.50 Rolls at 89c Regular 1.75 Rolls at 99c

PARLOR SUITS. Over two hundred new designs. There are the naked frames. Solid mahogany. Mahogany-finished. Plain, carved, bent, turned. Look deeper than surface polish. Examine texture and grain. Note the blocks and screws. No wonder they are solid, substantial. Flatten the spirals. See how they spring. Live steel. Padings? Hair, moss, Stuffs for upholstery? Various materials; many colors. Cosely, luxurious.

CHIFFONIERS AND DRESSERS. Golden oak, curly birch, bird's-eye maple, mahogany. Heavy and beautiful. The polish is smooth. Nothing skimmed. Generous sizes. Big mirrors, beveled edges. Enough patterns to tire your eyes. Quantity and variety; quality and hand-someness that you'll not find anywhere else for the money.

Sideboards, Buffets, Extension Tables, China Closets, Chairs, Rockers, Fancy Tables, Hall Racks, Pedestals—never before so much to tempt you. Every piece is a proof of the mechanical thoroughness and artistic consistency of the maker.

Our Brass Beds claim your particular attention. Bright finish. Soft satin finish, Light and graceful in form. Easily kept in good condition. The sidebars are of strong iron and so well braced that the frames never curve in or bulge out.

You know our method in making Pillows and Mattresses. Quills and feathers and hair are COMPLETELY COLD-BLASTED—sterilized. ALL ARE MADE IN OUR OWN FACTORY.

—\$8.24 Bed Outfit, \$6.67—

White Enamelled Iron Bed, trimmed with brass; woven wire all iron spring; mattress filled with cotton and covered with fancy ticking; single sizes only.

—\$20.24 Brass Beds, \$13.74—

Heavy two-inch continuous posts, seven 1/2-inch upright filler rods, solidly constructed, well lacquered, all sizes; bright and satin finish.

—\$25.24 Brass Beds, \$16.89—

Heavy two-inch continuous posts, seven one-inch filler rods, heavy husks, regulation height; bright or dull finish.

—\$35.24 Brass Beds, \$26.74—

Brass Beds, massive two-inch continuous posts, heavy mounts and extra heavy T ball joints; one-inch filler rods; head 63 inches high; best lacquer and construction; all sizes.

—\$2.49 Enamelled Iron Beds, \$1.49—

White Enamelled Iron Beds, scroll design, high head and foot; trimmed with brass; three-foot size.

—\$7.24 Crib Outfit, \$5.89—

White Enamelled Crib, continuous posts, drop sides, woven wire bottom; mattress filled with cotton, covered with fancy ticking.

—\$12.24 Parlor Sofas, \$8.49—

Mahogany-finished Parlor Sofas, highly polished; seat and back upholstered in damask, verona velour or tapestry.

—\$10.00 Desks, \$6.94—

Women's Desks, made of various woods, including oak, bird's-eye maple, curly birch and in mahogany finish; French legs; with large drawer and drop leaf.

—\$1.49 Dining Chairs, 99c—

Golden Oak Dining Chairs, high back, cane seat.

—\$1.98 Dining Chairs, \$1.34—

Solid Oak Dining Chairs, golden finish, full box cane seat.

—\$2.74 Dining Chairs, \$1.74—

Solid Oak Dining Chairs, golden finish, banister back, full box cane seat, French legs. \$4.74 Arm Chair to match, \$3.49.

—\$3.49 Dining Chairs, \$2.34—

Polished Quartered Oak Dining Chairs, banister back, full box seat covered with genuine leather; French legs. \$5.74 Arm Chair to match, \$4.67.

—\$3.74 Dining Chairs, \$2.89—

Solid Oak Dining Chairs, Mission design, weathered finish; slat back, full box seat, covered with genuine leather. \$6.24 Arm Chairs to match, \$4.96.

—\$7.00 Dining Tables, \$4.24—

Solid Oak Dining Tables, golden finish, heavy fluted post legs, 42x42 inch top, that may be extended to six feet.

—\$10.00 Chiffoniers, \$6.74—

Solid Oak Chiffoniers, large size, five deep drawers; cast brass trimmings, bevelled plate mirror; carved toiler top.

—\$22.49 Mahogany Dressers, \$18.24—

Solid Mahogany Dressers, 42 inches wide, 22 inches deep; two small drawers, two long drawers, wooden pulls; 24x30 inches; bevelled plate mirror.

—\$21.74 Mahogany Chiffoniers, \$16.64—

Solid Mahogany Chiffoniers, to match the above Dresser; 30 inches wide, 20 inches deep, four long drawers, two small top drawers; 18x20 inch bevelled plate mirror; wooden pulls.

Reductions in Lace Curtain Department

Third Floor.

In spite of the little prices the goods are fresh and desirable. Not a Curtain or Panel in the lot is mussed or crumpled. All are straight reductions, made in consideration of the Furniture Sale.

Renaissance Lace

Were \$5.89 to \$8.74 pr.; now \$4.99
Were \$8.98 to \$11.74 pr.; now \$6.24
Were \$14.24 to \$16.74 pr.; now \$10.74
Were \$16.74 to \$19.98 pr.; now \$14.74

Irish Point Lace

Were \$4.94 to \$6.24 pr.; now \$3.74
Were \$6.39 to \$8.24 pr.; now \$4.96
Were \$7.94 to \$9.98 pr.; now \$5.94
Were \$8.74 to \$11.24 pr.; now \$6.94

Renaissance Bonne Femmes

Were \$13.74 to \$16.24 pr.; now \$10.74
Were \$16.74 to \$19.24 pr.; now \$12.74
Were \$14.74 to \$17.24 pr.; now \$9.98
Were \$14.74 each now \$23.74

Irish Point Bonne Femmes

Were \$13.74 to \$14.74 pr.; now \$7.74
Were \$16.74 to \$17.74 pr.; now \$8.74
Were \$14.74 to \$19.74 pr.; now \$9.98
Were \$14.74 each now \$23.74

Filet Bonne Femmes

Were \$13.48 to \$18.98 pr.; now \$10.74
Were \$18.74 to \$27.74 pr.; now \$14.74
Were \$45.74 to \$27.74 pr.; now \$24.74
Were \$18.74 each now \$23.74

Brussels Lace Curtains

Were \$6.98 to \$8.98 pr.; now \$4.98
Were \$13.24 to \$15.74 pr.; now \$9.98
Were \$17.74 to \$19.24 pr.; now \$14.74
Were \$15.74 to \$18.24 pr.; now \$11.74

Renaissance Lace Panels

Were \$6.74 to \$8.98 pr.; now \$4.96
Were \$8.24 to \$10.74 pr.; now \$7.49
Were \$12.24 to \$15.74 pr.; now \$9.98
Were \$15.74 to \$18.24 pr.; now \$11.74

Hall and Stair Wool Velvet Carpets Reduced From \$1.09 to 79c Yard

Third Floor.

These are values that don't come your way often. Therefore you should not pass over the offering lightly. They are in Oriental and bright two-toned effects—one hundred to eight hundred yards of each pattern.

Our 74c Linoleums at 39c Sq. Yd.

These Linoleums are four yards wide—attractive wood and tile styles; our regular price is 74c a square yard; special for this sale, 39c.

Body Brussels Rugs Reduced

Five-frame Body Brussels Rugs. Newest designs and colorings. You know the wearing qualities of Body Brussels. The loops are close, the yarn is hand-twisted and compact with substance. The choicest of all domestic Rugs for making floors beautiful and comfortable.

4 1/2 x 7 1/2 ft. reduced from \$11.48 to \$7.74
6 x 9 ft. reduced from \$16.74 to \$11.89
8 x 10 ft. reduced from \$20.48 to \$16.24
8 1/2 x 10 1/2 ft. reduced from \$22.24 to \$18.48
9 x 12 ft. reduced from \$23.74 to \$19.74
9 x 15 ft. reduced from \$34.48 to \$25.74
10 1/2 x 12 ft. reduced from \$34.48 to \$25.74
10 1/2 x 13 1/2 ft. reduced from \$37.48 to \$29.74
11 1/2 x 15 ft. reduced from \$40.48 to \$34.48

Royal Wilton Rugs Reduced

These are the best grade Royal Wiltons. Have you ever before known prices for such goods as low as the ones quoted below?

27x54 inches, reduced from \$3.74 to \$2.94
36x36 inches, reduced from \$3.74 to \$2.94
8 1/2 x 10 1/2 ft. reduced from \$34.48 to \$24.48
9 x 12 ft. reduced from \$36.74 to \$26.89

Nothing surpasses in mass the foaming tide of White Goods, Wash Goods, Dress Goods and Silks that is flowing in. And a little close study will show that the effect created by the mass is not nearly so wonderful as the pleasure that may be derived from observing them in detail.

Laces and Embroideries. Their story is as subtle as the folklore of flowers. Delicacy that suggests white lilacs—or the dainty coronals of hawthorn hedges.

The Veils, the Veils. You'll think the rainbow has been robbed of its loveliness. Meshes—mere films. How do the gossamers sustain the dots? Some are

lined with satin ribbon stripes; others are misted with ombre borders. Escorial, Chantilly. Spanish and unnamed spider-web patterns grace others.

The Suit department with many a silken and linen rustle heard above the muffled rush is donning Spring attire. The inspiration of the flutter is obvious to femininity. A new spirit is awake—the Spirit of Spring. Men buying Panama Straw Hats here yesterday was a symbol that Winter is swinging to its finish.

Come to Macy's next week. There will be much for you to see—perhaps to buy.